

Rep Order# 9788506 Ver# 3 Mod# 0 Status Confirmed Traffic Order# 31348 Printed: 08/10/2012 1:06 PM 1 of 2  
 EC'd Yes Last Received: 08/10/2012 12:29 PM Showing Buylines: All Lines

Station WWSB-TV SARASOTA, FL  
 Advertiser ( ) POLITICAL  
 Product OBAMA/SCHED B  
 Estimate# 1596  
 Buyer Katie Keuleman  
 Phone#  
 Fax#  
 Agency ( ) GMMB  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 95/101/1596  
 Flight Dates 08/11/2012 - 08/16/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) BRAD PHILIPPS  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX# 202-955-5348

---CONTRACT COMMENT---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TH	6P-630P	ABC 7 NEWS @ 6P	:30	\$800.00	08/13-08/16	1	1	1	\$800.00	
	2	M-TH	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/13-08/16	5	1	5	\$2,000.00	
	3	M-TH	730P-8P	JEOPARDY	:30	\$400.00	08/13-08/16	5	1	5	\$2,000.00	
	4	SA	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/11-08/11	1	1	1	\$400.00	

---REPORT TOTALS---

Report Totals: 12 / \$5,200.00

---SALES MONTHLY TOTALS---

Aug 12: 12 / \$5,200.00  
 Sales Totals: 12 / \$5,200.00  
 Station Totals: 12 / \$5,200.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$72,727  
 CABL 0% UNKN 0% WBSV 4% WFLA 20% WFTS 14%  
 WTOG 0% WTSP 24% WTTA 4% WTVT 24% WWSB 7%

Books null  
 Demos RA35+

<b>Station</b> WWSB-TV SARASOTA,FL	<b>Agency</b> ( ) GMMB	<b>Rep Firm</b>
<b>Advertiser</b> ( ) POLITICAL	<b>3050 K ST NW</b>	<b>Sales Office</b> ( ) WASHINGTON
<b>Product</b> OBAMA/SCHED B	<b>WASHINGTON, DC 20007</b>	<b>Salesperson</b> ( ) BRAD PHILIPPS
<b>Estimate#</b> 1596	<b>Agency C/P1/P2/E</b> 95/101/1596	<b>Salesperson Phone#</b> 202-955-5342
<b>Buyer</b> Katie Keuleman	<b>Flight Dates</b> 08/11/2012 - 08/16/2012	<b>Salesperson FAX#</b> 202-955-5348
<b>Phone#</b>	<b>Hiatus Weeks</b>	
<b>Fax#</b>		

**CONTRACT**

**WWSB**  
**1477 Tenth Street**  
**Sarasota, FL 34236**  
**(941)552-0777**

And:

**GMMB**  
**1010 WISCONSIN AVE NW**  
**WASHINGTON, DC 20007**

<u>Contract / Revision</u> 31348 /		<u>Alt. Order #</u> 09788506
<u>Product</u> <b>OBAMA/SCHED B</b>		
<u>Contract Dates</u> 08/11/12 - 08/16/12		<u>Est. #</u> 1596
<u>Advertiser</u> <b>OBAMA FOR AMERICA</b>		<u>Original Date / Revision</u> 08/10/12 / 08/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	08/13/12	08/16/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWT---				1	\$800.00			
N 2	7	08/13/12	08/16/12	Wheel of Fortune	7-730p		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWT---				5	\$400.00			
N 3	7	08/13/12	08/16/12	Jeopardy	730-8pm		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWT---				5	\$400.00			
N 4	7	08/11/12	08/11/12	Wheel of Fortune	7-730p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$400.00			
<b>Totals</b>											<b>12</b>	<b>\$5,200.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/16/12	12	\$5,200.00	\$4,420.00
<b>Totals</b>	<b>12</b>	<b>\$5,200.00</b>	<b>\$4,420.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.